

# Rider Resource

Spring 2016

## Hupy and Abraham, S.C. Lawyers Receive Top Recognitions

### Attorney Michael F. Hupy:

Hupy and Abraham, S.C. has received a 2015 Litigator Award, a prestigious legal accolade given to fewer than one percent of trial attorneys across the nation.

Hupy and Abraham, S.C. received the award for outstanding legal representation in the "Dangerous Conditions: Slip and Fall" category.

Attorney Michael Hupy, firm president, was selected for a case involving an 8-month-old child who suffered brain damage after his mother slipped on ice. After more than six years of litigation, the client was awarded \$22,000,000 over the course of his life. This particular case qualified for the highest verdict eligibility, which was at least \$10,000,000.

The Litigator Awards represent the highest honors in trial law and justly stand as the nation's most coveted symbol of litigation achievement.

This acknowledgment is a powerful endorsement of Hupy and Abraham, S.C.'s ability to provide top-notch representation for its clients and is considered by many to be one of the most coveted and prestigious accolades in the legal field.

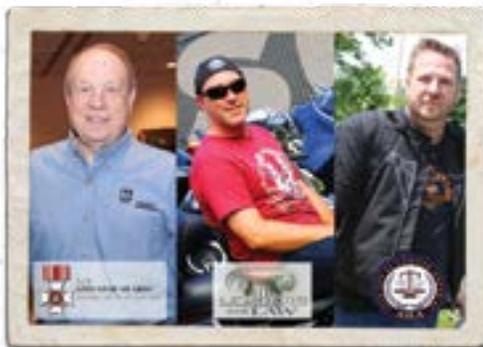
### Attorney Jason Abraham:

On Thursday, February 18, the Wisconsin Law Journal held its annual "Leaders in the Law" event, which honored Attorney Jason Abraham, vice president of Hupy and Abraham, S.C.

Attorney Abraham was named one of the 2016 "Leaders in the Law." He was one of just 20 selected from more than 22,000 attorneys in Wisconsin.

Every year, the Wisconsin Law Journal receives an innumerable number of nominations for the 20 slots. "Leaders in the Law" recognizes the best and brightest lawyers in the state, exemplifying those with extraordinary dedication to their legal practice and those they serve.

Additionally, Attorney Abraham was selected to the Wisconsin Super Lawyers list because



From left: Attorney Michael Hupy, Attorney Jason Abraham, Attorney Vito Manicioto

of his superior evaluation in 12 areas of professional achievement. Only five percent of the lawyers in the state of Wisconsin are chosen for this list. Currently, Attorney Abraham holds the highest rating on the lawyer review site Avvo.com with a 10/10 "Superb" rating.

Attorney Michael Hupy was honored as a "Leader in the Law" in 2013.

### Attorney Vito Manicioto:

Attorney Vito Manicioto has received honors from the American Society of Legal Advocates (ASLA). Manicioto was named one of the Top 40 Under 40 Trial Lawyers in Illinois.

The ASLA is an invitation-only organization composed of exemplary trial lawyers who meet a strict number of qualifications and currently practice law. The organization limits its membership to the top 1.5 percent of lawyers nationwide. They need to exhibit extraordinary trial results and display leadership.

Attorney Manicioto practiced in the Chicago area for four years before beginning his Hupy and Abraham, S.C. career in 2011. He was previously named a Top 100 Trial Lawyer in Illinois and is a member of the Million Dollar and Multi-Million Dollar Advocates Forum. He is licensed to practice in the states of Illinois and New Jersey.

## \$3,100,000 Settlement for Injured Rider

On January 29, Hupy and Abraham, S.C. Attorneys Chad A. Kreblin and Thomas W. Kyle obtained a \$3,100,000 settlement for a northern Wisconsin rider. The settlement was reached after numerous months of litigation on behalf of our client. Through Attorneys Kreblin and Kyle's relentless approach to the case, they were able to force the insurance company involved to pay well over a million dollars more than they originally offered to our client.

In 2011, our client was riding his motorcycle down a local road when the defendant made a left turn in front of him. As a result, our client sustained various injuries, including pelvic and leg fractures. The insurance company attempted to blame our client for not avoiding their insured vehicle and then suggested our client was not as badly injured as his own doctors claimed. Attorneys Kreblin and Kyle immediately filed a lawsuit, retained expert witnesses supporting the client's case and launched a barrage of discovery demands at the insurance company that ultimately resulted in the settlement.

The client was very pleased with Attorneys Kreblin and Kyle's determined pursuit of the case and is happy to be able to move forward with his life.

## Behind the Handlebars Video Team is Looking for You

Hupy and Abraham, S.C. has an in-house video production team of riders who are busy capturing the motorcycle scene and the people who promote this unique lifestyle. Whether it's a custom bike show, an AMA race, the largest bike blessing in the Midwest or a motorcycle rights event, the Behind the Handlebars crew will be out in the crowd doing interviews and filming the action.

If you want to see whether you're in one of the videos, or just want to see which events we filmed, you can find the videos at [www.youtube.com/hupyandabrahamsc](http://www.youtube.com/hupyandabrahamsc) (scroll down to find the Behind the Handlebars album), or go directly to <http://bit.ly/1oPtn8E>.



# Michael Hupy's Matching Challenge Pays off ABATE Acres

In 2009, a mortgage debt reduction fund was established to help pay down the debt on the land ABATE of Wisconsin owns, known as ABATE Acres. The fund was named after Dan Frantz, a board member who championed the acquisition of the land but passed away before he could see his dream come true.

The fund had a slow start until Attorney Michael Hupy of Hupy and Abraham, S.C. presented a plan for accelerating donations to the ABATE board of directors. In 2010, he proposed a "matching grant" program and pledged to match the first \$2,500 in donations by June 2011, the month of ABATE's annual party, the Summer Hummer. That pledge was the much needed spark to ignite a steady flow of donations. By April 2011, ABATE was only \$200 short of the goal. Attorney Hupy increased his challenge and pledge to \$3,500 and, as a result, ABATE received over \$7,000 for the fund in 2011 instead of \$5,000.

Because this worked so well, in July Attorney Hupy decided to continue his matching grant pledges to the end of the year, increasing his promise each time a goal was reached. This creative challenging strategy, coupled with the earlier match grant total of \$7,000, resulted in a total of \$17,000 raised for the Dan Frantz Fund in the first year of the matching grant program.

In an unprecedented move in January 2012, Hupy and Abraham, S.C. announced it would pledge a triple match grant program, this time challenging the membership to raise \$10,000. If ABATE could raise that amount by December,

Hupy and Abraham, S.C. would match that with a donation of \$10,000. In addition, Attorney Hupy would also match that amount with a personal donation in the amount of \$10,000. Again, the membership came through with a total of \$22,000 raised and, thanks to the matching grant pledges by Attorney Hupy, \$42,000 was paid to the mortgage reduction fund.

Expressing his gratitude, Attorney Hupy said, "In the second year of our law firm's matching grant challenge to ABATE members and friends, ABATE of Wisconsin exceeded all expectations by receiving over \$59,000 for the Dan Frantz Fund. Hupy and Abraham, S.C. wants to congratulate ABATE and thank all the individual and business donors who made this possible."

During the next few years, Attorney Hupy continued the matching grant challenge, including continuing to match the firm's

commitment with his personal check in the same amount. In the March 2016 ABATE of Wisconsin newsletter, finance committee chair Paul Vita announced: "Michael Hupy of Hupy and Abraham, S.C. has once again challenged us to raise one-half of the remaining mortgage we will owe at Summer Hummer time, \$8,000 total. When we raise \$4,000, he will personally write a check for \$4,000. The land will be paid off by the end of June this year."

"This challenge started at officer training and, thanks to all the officers involved in the Ugly Green T-shirt auction (an ABATE of Wisconsin fundraising tradition), we reached that goal, \$4,000, and more – actually \$11,000 – to help offset the cost of officer training, too. Thank you to everyone who generously emptied your pockets and a special thanks to Michael Hupy and Hupy and Abraham, S.C. for continually challenging us to pay off the land early."

**"When I was in a motorcycle accident, my lawyer dropped my case because he didn't think he could win. Then I hired Michael Hupy and he got a jury to award me more than \$1,000,000."**

**Miguel Rivera**

## Motorcycle Groups for Women Gain Momentum

During the past 12 years of riding on the track and street, I've seen some incredible changes in the motorcycle industry. Manufacturers are now starting to recognize women as a viable demographic and, as a result, are beginning to tailor products to fit them better. Bikes are becoming smaller and lighter, and gear is becoming both stylish and functional. Possibly most important of all, motorcycle groups for women are forming and becoming strong and supportive environments for new riders to grow.

A recent study by the Motorcycle Industry Council found at least 14 percent of all riders in the United States are women. Female motorcyclists have been found to prefer cruisers so far (34 percent), and an impressive 50 percent take care of their maintenance and repairs at home instead of a shop. This growth is great news for male motorcyclists, too, because (according to a study commissioned by Harley-Davidson) female motorcyclists report almost twice as much satisfaction with communication in their relationships than nonriders do!

Women rider groups are also starting to gain more momentum. National and worldwide organizations such as Stilettoes on Steel, Women on Wheels and Women in the Wind are female-only groups that have chapters in almost every state. Local groups, such as the Distinguished Divas in Milwaukee and the Furies Motorcycle Club in Illinois, are growing as well. Female-specific rider resources are also becoming more numerous, with websites like Women Riders Now and MOTORESS offering tips for women interested in joining the two-wheeled world. There is even an international female ride day, May 7, and an all-female Midwest camping trip (Babes in Motoland) from August 12 to 14.

With the industry opening up and strong communities forming of female riders helping other female riders, it's easy to see why more women are getting involved. It's a great community overall and, whether you're male or female and ride a scooter or a sport bike, there's something to fit everyone.

## Royal Enfield Establishes North American Headquarters in Milwaukee

No stranger to motorcycle heritage, Milwaukee is now set to be the North American headquarters and home of the first Royal Enfield dealer in the United States. Sales will begin as early as this summer!



**CHECK OUT THE MOTORBIKE VIDEO MICHAEL HUPY FILMED IN NEW DELHI, INDIA:**  
<http://bit.ly/1LHC3Jc>

## Continuing Education Helps Riders Sharpen Their Skills

As riders, we understand our passion comes with a heavy dose of risk. There are multiple ways to try to decrease that risk, from making sure your bike is in top shape to sporting varying degrees of protective gear. One often overlooked option, however, is continuing education.

For instance, emergency response skill sets only become automatic responses through practice. And the best way to practice those skills is in a controlled, safe setting. Whether you're a new rider just getting your motorcycle endorsement or a veteran of the road, there is always something more to learn and improve.

Recently, Hupy and Abraham, S.C. investigator Tony Sanfelipo, a rider for 50 years, took the ABATE of Wisconsin Safe Rider Program's "Experienced Rider Course" (BRC2) as part of his certification for Road Guardians. He said, "The real lessons were the ones that could save your life: panic stops, proper turns and obstacle avoidance."

Other courses are taught throughout the nation as well, such as the Motorcycle Safety Foundation's one-day "Advanced Rider Course" that focuses on cornering, breaking and swerving. In Milwaukee, Learning Curves



Motorcycle Safety Schools (LCMS) offer basic and advanced rider courses.

MotoVid.com's "Real World Speed Street Skills" is a new program that was launched in an effort to be the next step after the motorcycle endorsement for new riders, those who have been out of the seat for a while or anyone looking to sharpen their skills. This course takes place at a track and is meant for motorcyclists who ride all varieties, covering everything from cornering techniques, technical moves and two-up riding, all at "real world" speeds. Additionally, the company offers regular free training seminars and opportunities to win free track days.

No matter how long you've been in the saddle or what you ride, there is always more to learn and better ways to be prepared. Being able to train in a safe and controlled setting is critical. Check out some of your local continuing education options today.

## Join Hupy and Abraham, S.C. for Bike Nights:

Here are some of the recurring bike nights happening this season:

### MONDAY

**Steel Toe Press's Motorcycle Mondays** (Chicago)

### TUESDAY

**Boardtracker Harley-Davidson** (Janesville, Wis.)

**Indian Motorcycle Metro Milwaukee** (Muskego, Wis.)

**Indian of Racine** (Racine, Wis.)

**MotoVid.com Street Drags Bike Nights** at Great Lakes Dragaway (Union Grove, Wis.)

### WEDNESDAY

**Harley-Davidson of Appleton** (Appleton, Wis.)

**House of Harley-Davidson** (Milwaukee)

**Milwaukee Harley-Davidson** (Milwaukee)

**Quaker Steak and Lube** (Middleton, Wis.)

**Pints and Pistons** (Chicago)

### THURSDAY

**DSM Vintage Bike Nights** (West Des Moines, Iowa)

**Wisconsin Harley-Davidson** (Oconomowoc, Wis.)

**McGrath Bike Night** (Cedar Rapids, Iowa)

### FRIDAY

**Bike Down to I-Town** (Indianola, Iowa)

**Thunder Nites** (Newton, Iowa)

For more information about the hundreds of events the firm supports throughout the season, check out our event calendar at: <http://www.hupy.com/library/hupy-and-abraham-events-in-wisconsin-illinois-and-iowa.cfm>

**"When I was in a motorcycle accident, everyone recommended the same lawyer. Everyone recommended I go with Attorney Michael Hupy as my lawyer. And that is just what I did. And I am glad that I did."**

**Michael Schmidt – Received a \$2,900,000 settlement**

## Turn the Key, Twist the Throttle: EBR Motorcycles Back in Production in East Troy

Erik Buell built a reputation as a racer and innovator of sleek sport bikes with progressive chassis designs. His Buell Motorcycle Company was purchased by Harley-Davidson as a crossover into the sport bike market, something the Sportster line never fully accomplished. After a complicated, decade-long relationship, the motor company dropped the Buell line in 2009.

Out on his own again, Erick Buell changed his focus and decided to build with the racer in mind. The new company was known as Erick Buell Racing (EBR). Using the 1125R model as a platform, the new 1190RR race bike became the flagship of the company.

In 2011, the 1190RS was designed as the street version of the race bike, with a 1,190 cc motor capable of 175 hp. Models 1190RX and 1190SX followed with 185 hp.

The race bikes were the vanguard of the company and were the marketing gems



promoting sales. Several AMA podium finishes for the 1190RR and RS bikes proved the bikes were worthy of national attention. Then in 2014, EBR became the first American Original Equipment Manufacturer to earn Superbike World Championship points. Hero MotoCorp, based in India, purchased 49.2 percent of EBR in 2013 and was riding a race circuit high when financial failure forced the company into receivership in April 2015.

Recovering from the abyss, Erik Buell Racing (EBR) is back in production. Under a new name, EBR Motorcycles, production started with 2016 1190RX and 1190SX motorcycles rolling off the assembly line March 17. The company was purchased by Liquid Asset Partners of Grand Rapids, Mich., and a solid financial plan is in place with a five- to 10-year vision. Although new partnerships for investors are available, it is not a critical part of the current plan. A priority will be making service and repair parts available to current



**The Buell 1190RX, one of the new production models rolling off the line in East Troy.**

owners of EBR RS, RX and SX models. Liquid Asset Partners recognizes that making parts available is essential to keeping customers and restoring trust.

It's great to see this iconic American motorcycle back in production, right in East Troy at the original plant. It's also great to see Erik Buell back working as Chief Technical Officer (CTO) for the company. We wish them the best of luck and can't wait to see what new designs will come from Erik Buell's genius.

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Hupy and Abraham s.c.  
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# Rider Resource

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- Hupy and Abraham, S.C. Top Sponsor of A.B.A.T.E. of Illinois State Seminar
- Michael Hupy's Matching Challenge Pays off ABATE Acres
- Motorcycle Groups for Women Gain Momentum

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Advertising Material

## WATCH FOR MOTORCYCLES

This is the law firm that has represented more than 3,000 injured riders. Some have received multi-million dollar settlements.

Prior results in an earlier case do not guarantee or suggest a similar outcome in future matters the law firm may undertake.

**Hupy and Abraham S.C.** personal injury lawyers  
**800.800.5678**  
**hupy.com**

We service the entire states of Wisconsin, Illinois, Iowa and beyond. Our offices are located in:

- WISCONSIN: Milwaukee, Madison, Wausau, Green Bay, Appleton
- ILLINOIS: Gurnee, Rockford, Bloomington
- IOWA: Des Moines, Cedar Rapids, Quad Cities

## Hupy and Abraham, S.C. Top Sponsor of A.B.A.T.E. of Illinois State Seminar

that reversed a Wisconsin Supreme Court decision that amounted to a backdoor helmet law. He was publicly thanked by the governor for helping.

Along with motorcycle rights, Hupy and Abraham, S.C. supports efforts to make motorcycling safer by sponsoring public service ads on television, placing billboards asking drivers to "Watch for Motorcycles" at key locations and giving away thousands of free "Watch for Motorcycles" bumper stickers.

2016 has just started and Hupy and Abraham, S.C. was the top financial sponsor of the A.B.A.T.E. of Illinois state seminar (January 15 to 17), sponsored the banquet at ABATE of Wisconsin's officer training seminar (February

Hupy and Abraham, S.C. has supported the motorcycle rights community for decades, sponsoring events, paying for ads in newsletters and contributing to individual chapters in Wisconsin, Illinois and Iowa. Besides financial assistance, our firm also puts boots on the ground. Attorney Michael Hupy, firm president, has personally lobbied on biker issues in Washington, D.C., met with Wisconsin legislators during annual lobby day efforts, assisted ABATE of Michigan during a floor debate about a helmet repeal bill by offering comments on questions raised by the insurance industry and participated in May Motorcycle Awareness Month rallies in Milwaukee. In addition, he testified in both houses of the Wisconsin legislature for a bill

Clients of Hupy and Abraham, S.C. have received settlements of over \$20 million. How many law firms can say that?

13), sponsored the dinner at the ABATE of Wisconsin Region One "Ridin' Out Winter" party (February 27) and paid for two buses to transport members to Madison for ABATE's lobby day on March 15. The firm is also a gold sponsor for the Motorcycle Riders Foundation Heartland STEAM (Seminar to Educate and Motivate) Conference, to be held April 1 to 3 in Sioux Falls, S.D.